

## CONTRIBUTORS

Launched in 2020, the program was established by the Department of Military Affairs and Veterans Services and NH Employment Security along with partners including the Division of Community Based Military Programs, Next Step Bionics & Prosthetics, Inc., Dead River Company, and the NH State Veterans Council.

A Program Advisory Panel was convened in 2021 to provide feedback on further development of the program. Contributing to the Advisory Panel are representatives from NH Veteran-Friendly Businesses and program partners.

## ELIGIBILITY CRITERIA

Applicants must:

- Be based, or have locations, in the state of New Hampshire;
- Be in good standing with the State of New Hampshire and USERRA (specifics on application);
- Complete the application and submit to the email or address below.

Applications available on the DMAVS website.  
**Applications are reviewed annually. Annual deadline August 30th.**  
**Recognition will be awarded for a period of 2 years, then please re-apply.**

## BENEFITS

- Free application!
- Promotion to the job seeking Veteran talent pool.
- Special recognition at NHES Job Fairs.
- Access to resources designed to help recruit & support Veterans.
- Certificate and customized logo to display.
- Enhance goodwill among Veteran employees and customers.
- Business listed on DMAVS website with links when possible to your site.
- Opportunity to highlight your business on DMAVS website.
- Connect with other businesses successfully implementing Veteran-Friendly practices.

## MAKE THE MOST OF YOUR RECOGNITION!

- Use the program criteria as a road map for enhancing veteran-friendliness in the future.
- Display your NH Veteran-Friendly Business certificate prominently!
- Proudly use the NH Veteran-Friendly logo on your promotional materials.
- Promote your recognition in all Veteran hiring initiatives.
- Highlight the recognition on your website for potential Veteran candidates & customers.
- Embed a link on your website to the DMAVS page where your business will be listed, and possibly, highlighted.

## QUESTIONS?

Division of Community Based Military Programs, DMAVS  
4 Pembroke Road, Concord, NH 03301  
603-225-1360  
[VeteranFriendlyBusiness@mavs.nh.gov](mailto:VeteranFriendlyBusiness@mavs.nh.gov)

Get your application at:  
[www.dmavs.nh.gov/about-us/veteran-friendly-businesses/apply](http://www.dmavs.nh.gov/about-us/veteran-friendly-businesses/apply)

# NEW HAMPSHIRE'S COMMITMENT TO SERVING VETERANS



NEW HAMPSHIRE DEPARTMENT OF MILITARY AFFAIRS AND  
VETERANS SERVICES



## EARN RECOGNITION AS A NH VETERAN-FRIENDLY BUSINESS

**ANNUAL APPLICATION DEADLINE:  
AUGUST 30TH**

**[WWW.DMAVS.ORG](http://WWW.DMAVS.ORG)**



**HONOR**

**FORTIFY**

**EMPOWER**

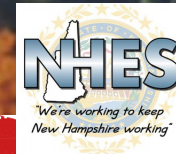
**IMPACT**

The Department of Military Affairs & Veterans Services and NH Employment Security will recognize and partner with NH Veteran Businesses supporting the wellness of military & veteran families through practices & policies that serve to:

- Honor military experience and sacrifice;
- Fortify employees with opportunities for career growth and financial stability;
- Empower families by meeting their unique needs in innovative ways;
- Impact the broader community through collaborations and partnerships.



# How Veteran-Friendly Is Your Business?



## BRONZE LEVEL: HONOR

**HONOR** Service members, Veterans and their families by implementing criteria and strategies such as:

- Track number of Veteran employees or clients/patients.
- Sign Employer Support of the Guard and Reserve Statement of Support.
- Demonstrate support for the military and veteran community.
- Use website content that speaks to the military and veteran community.
- Train staff in basic military culture.
- Business is owned by a Veteran.

## SILVER LEVEL: FORTIFY

**FORTIFY** Service members, Veterans and their families by implementing criteria and strategies such as:

- Register with State Labor Exchange to access Veteran job seekers.
- Use a veteran-hiring initiative or program.
- Translate military occupation codes into specific job requirements.
- Educate staff on how to create a workplace environment where Veterans will succeed.
- Keep information on hand about resources specific to Veterans.
- Create a workplace culture that is military family-friendly.

## GOLD LEVEL: EMPOWER

**EMPOWER** Service members, Veterans and their families by implementing criteria and strategies such as:

- Implement innovative strategies to retain Veteran employees or Military Spouses.
- Offer on-the-job training or an apprenticeship program specific to Veterans.
- Offer a veteran-specific internal support program.
- Take steps to accommodate needs of Veterans with disabilities.
- Implement strategies to support military families when a Service member is deployed.
- Train staff in topics such as retaining Veteran employees.

## PLATINUM LEVEL: IMPACT

**IMPACT** the lives of Service members, Veterans and their family members employed at the business or in the community by implementing criteria and strategies such as:

- Offer benefits to Veteran employees to support continued military service.
- Contribute annually to the veteran community through philanthropic efforts.
- Support Veteran employees who desire to promote problem-solving in their communities.
- Participate in collective impact initiatives in the community aimed at guiding social movement for Veterans and their families.

For a complete list of the criteria in each level and recommended trainings to assist with implementing the criteria, refer to the NH Veteran-Friendly Business Recognition Program application. Learn more about the program, current NH Veteran-Friendly Businesses and how your business can also benefit from partnering with the NH military & veteran community at [www.dmavs.nh.gov](http://www.dmavs.nh.gov). The program was designed for businesses of any type or size in New Hampshire. The application serves as a roadmap for businesses wanting to enhance veteran-friendliness for employees and/or clients/patients and includes links to training recommendations and resources.

"We are grateful New Hampshire now has a formalized way to recognize local businesses that value military experience and desire to supplement it with quality services and rewarding jobs. We look forward to celebrating businesses in the Granite State that continue to care for and partner with our veterans and their families."

~NH Adjutant General David Mikolaities

**Application available now! [www.dmavs.nh.gov](http://www.dmavs.nh.gov)**